



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 11/16/99

AGENDA ITEM 6

WORK SESSION ITEM

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Color Scheme for Site Plan Review/Variance No. 99-130-07 – The Olson Company and the City Redevelopment Agency (Applicants), City Redevelopment Agency (Owner) - Request Approval of the Color Scheme for a 77-Unit Multi-Family Residential Development - The Property Lies Within the Central City Residential Sub-District

RECOMMENDATION:

Staff recommends that the City Council approve the proposed color scheme for the project.

DISCUSSION:

On July 27, 1999, the City Council approved Site Plan Review/Variance No. 99-130-07 for a 77-unit multiple-family residential development. A condition of approval required that the exterior color scheme be presented to the City Council for approval.

Council members expressed the need to select colors that set the new townhomes apart yet blend with the colors and materials of surrounding buildings. They also emphasized the importance of providing a color transition between Atherton Place Townhomes and City Hall.

The proposed color scheme was presented at the City Council Work Session on November 9, 1999. To blend with the hues found on City Hall, shades of taupe, light beige and golden tan on the second and third story elevations are used in combination with darker shades of taupe and tan on the scored stucco at the first floor. The paint color would vary from one unit to the next to distinguish the individual town homes. Rose terra cotta is proposed for the front terrace walls to reflect the color of polished granite at the base of City Hall. The roofing material will be composition shingle, as used at Atherton Place, in a brownish copper color that will be similar to the City Hall roof. Black or another dark color is proposed for the metal balustrades and terrace gates at each townhouse.


The Council commented on the color scheme and found that it added a "classy" feeling to the town house village and was in keeping with the traditional look of row house development. In response to the Council's other comments the exterior wall colors have been augmented with off-white trim around the windows and above doorways to highlight individual design

elements. In addition, a range of rich colors will be incorporated on the doors to accent the entries. The awning color has been changed to a dark olive color to blend with the overall color palette. Entry walks and terrace paving will be plain concrete with brick trim at the terrace.

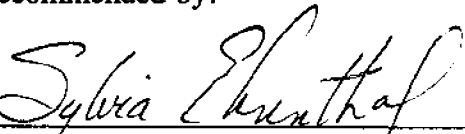
CONCLUSION

The proposed color scheme accentuates the design elements on the building façade, distinguishes the individual townhomes, and provides an effective transition between the colors and materials of Atherton Place and those of City Hall.

Prepared by:


Cathy Woodbury, ASLA/AICP
Principal Planner/Landscape Architect

Recommended by:


Sylvia Ehrenthal
Director of Community and Economic Development

Approved by:


Jesús Armas, City Manager

11.10.99

Attachments: Exhibit A - Color Elevations